

Tobacco Education and Research Oversight Committee Agenda

Monday, January 13, 2003
10 a.m. – 5 p.m.

Hyatt Regency
1209 L Street
Sacramento, CA

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|---------------|--|--|
| 10:00 – 10:10 | Welcome and Introductions | Kirk Kleinschmidt |
| 10:10 – 10:20 | Approval of Minutes from November 7, 2002 Meeting; Correspondence; Announcements; National Conference Update | Kirk Kleinschmidt

Lourdes Baézconde-Garbanati |
| 10:20 – 10:30 | Environmental Developments | Kirk Kleinschmidt |
| | <u>Expected outcome:</u> <ul style="list-style-type: none">• Discuss major tobacco-related news | |
| 10:30 – 11:00 | Budget update | Michael Tucker
Diana Bontá |
| | <u>Background:</u>
The fiscal year 2003-04 state budget was released on January 10, 2003 | |
| | <u>Expected outcome:</u> <ul style="list-style-type: none">• Hear budget-related developments, such as cigarette tax increase• Learn proposed budget by agency• Hear of Proposition 10 back fill formula | |
| 11:00 – 11:30 | Legislative update | John Miller
Assembly Member
Koretz |
| | <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn of planned tobacco-related legislation | |
| 11:30 – 12:00 | UC – Tobacco-Related Disease Research Program report | Charles L. Gruder |
| | <u>Expected outcome:</u> <ul style="list-style-type: none">• Learn recent program updates, AIM conference summary | |

12:00 – 1:00	LUNCH BREAK	
1:00 – 2:15	CA Dept. of Education report	Meredith Rolfe
	<u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn recent program updates • Hear funding and staffing details, rollover authority/reversion status • Learn of available evaluation data and reorganization steps for improved outcomes evaluation of TUPE and cessation programs 	
2:15 – 2:45	Attorney General report	Dennis Eckhardt
	<u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn progress of enforcement of MSA provisions 	
2:45 – 3:00	BREAK	
3:00 – 3:30	DHS/Tobacco Control Section report	Dileep G. Bal
	<u>Expected outcome:</u> <ul style="list-style-type: none"> • Learn recent program updates • Review evaluation plan • Learn plan to address rising youth purchase rate • Learn strategies to address stagnant adult prevalence and increasing youth purchase rate • Learn status of Butte County MSA monies 	
3:30 – 4:00	Media Campaign update	Colleen Stevens
	<u>Expected outcome:</u> <ul style="list-style-type: none"> • Review concept development history for past few years and number of ads produced • Hear progress on new ad concepts, focus group responses, and approval status 	
4:00 – 4:30	MediCal cessation	Jeanne Machado-Derdowski
	<u>Background:</u> MediCal participants have a much higher smoking rate than the general population – 30 percent vs. 17.4 percent	

Expected outcome:

- Learn current benefits and utilization and what DHS' MediCal program is doing to implement five A's among providers and health plans
- Discuss ways of promoting inter-agency collaboration on this issue

4:30 – 4:45

Master Plan

Kirk Kleinschmidt

Background:

On January 14, 2003, the master plan will be formally released at a news conference

Expected outcome:

Learn of plan utilization steps, including report on policy meeting (December 2, 2002), letters to Budget Committee on budget recommendations, request for legislative hearing on the plan and tobacco control program to the Senate and Assembly Health Committees

4:45 – 5:00

Public questions and comments

Kirk Kleinschmidt

5:00

Adjourn

Set next four regular meetings